

Date: 5-Nov-12

TO: Susie Toma  
Brad Daniell (Telerep Atlanta)

FROM: Dawn Tavoletti

copy: Cedric Thomas  
Jennifer Stewart  
DeAnna Datillo  
Public File

RE: **Political Rebate**  
Candidate: Critz  
Week of: 10/29 - 11/4  
Contract Number: 321781 - HL 6215012

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	6-7A M-F	:30	\$1,095	4	3	\$800	\$885.00
2	7-9A M-F	:30	\$845	4	4	\$800	\$180.00
3	9-10A M-F	:30	\$545	4	2	\$400	\$290.00
4	8-1030A Sat	:30	\$495	4	2	\$375	\$240.00
5	530-8A Sun	:30	\$445	4	1	\$350	\$95.00
6	8-10A Sun	:30	\$495	4	1	\$375	\$120.00
7	10-11A M-F	:30	\$445	4	4	\$350	\$380.00
8	12-1230P M-F	:30	\$495	4	3	\$375	\$360.00
9	3-4P M-F	:30	\$720	4	3	\$500	\$660.00
11	430-5P M-F	:30	\$720	4	2	\$500	\$440.00
12	5-530P M-F	:30	\$1,095	4	3	\$800	\$885.00
13	530-6P M-F	:30	\$1,095	4	2	\$800	\$590.00
14	6-630P M-F	:30	\$1,295	4	2	\$1,000	\$590.00
15	8-10A Sun	:30	\$495	4	1	\$375	\$120.00
16	6-630P Sun	:30	\$920	4	1	\$675	\$245.00
17	7-730P M-F	:30	\$2,195	4	1	\$1,800	\$395.00
20	11-1135P M-F	:30	\$2,695	4	3	\$2,000	\$2,085.00
21	1135P-1237A M-F	:30	\$920	4	2	\$675	\$490.00
22	1130P-1A Sat	:30	\$1,695	4	1	\$1,200	\$495.00
23	730-8P M-F	:30	\$2,195	4	2	\$1,800	\$790.00
24	8-9A M-F	:30	\$795	4	2	\$575	\$440.00
25	11A-12P M-F	:30	\$370	4	1	\$275	\$95.00

**TOTAL REBATE (Gross) 10,870.00**  
**(Net) 9,239.50**



# Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency LUC, Inc

Write-up Date 11/5/12

Client Pol-Crits

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date \_\_\_\_\_

**Reason:**

Customer Deduction \_\_\_\_\_

Sales Person Error \_\_\_\_\_

Billing Error \_\_\_\_\_

Traffic Error \_\_\_\_\_

Separation/Scheduling Problem \_\_\_\_\_

Late Run \_\_\_\_\_

Other ☒

**Reference:**

Invoice No. \_\_\_\_\_

Invoice Date \_\_\_\_\_

Contract No. 321781

Explanation of Adjustments by Requestor: LUC

Additional Explanation by \_\_\_\_\_:

GROSS Amount to be Credited: \$ 10,870.00 Debited: \$ \_\_\_\_\_

NET Amount to be Credited: \$ 9,239.50 Debited: \$ \_\_\_\_\_

**ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:**

1. Account Executive: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

General Manager (Over \$5000): \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

4. Final Approval: Controller: \_\_\_\_\_ Approved \_\_\_\_\_ Date \_\_\_\_\_

Entered On Spreadsheet \_\_\_\_\_ Entered as done \_\_\_\_\_ Entered in OSI \_\_\_\_\_



WPXI  
4145 Evergreen Road  
Pittsburgh, PA 15214

LUC, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

# Contract # 321781

Schedule Dates 10/29/12-11/06/12  
Advertiser Pol/Critz M/D/Con/PA (12930)  
Agency/T-Code LUC, Inc. (2895)/867768541  
Product Political - Federal Candidate (1067)  
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)  
Salesperson Telerep/Atlanta, Atlanta (1044)  
Sales Office Telerep/Atlanta  
Buyer Name MILLS,AMY  
Phone/Fax /  
CPE 2434  
Account Types National/Political  
Billing Type Standard  
Comments 2434  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 07/12/12  
Last Modified 11/05/12  
Entered By Jennifer Stewart  
CO-OP Yes  
Headline # 06215012  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$8,435.25  
Net Total \$47,799.75  
Sales Tax

Pittsburgh (WPXI)  
By Broadcast Month  
Nov. 2012 57 \$56,235.00  
Grand Total: 57 \$56,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- Today Show	4	X	X	X	X	X			4	\$845.00	\$3,380.00	Pittsburgh (WPXI)	TODAY 7-9A/2	9/21/12
3.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$545.00	\$1,090.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	9/21/12
4.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	8A- 10:30A (EST)							2		2	\$495.00	\$990.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/5	7/12/12
5.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	5:30A- 8A (EST)							1		1	\$445.00	\$445.00	Pittsburgh (WPXI)	SUN NEWS 530-8A/6	7/12/12
6.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)							1		1	\$495.00	\$495.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/7	7/12/12
7.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	10A- Ellen	4	X	X	X	X	X			4	\$445.00	\$1,780.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12
8.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$495.00	\$1,485.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
9.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	2:58P- Days Of Our Lives	3	X	X	X	X	X			3	\$720.00	\$2,160.00	Pittsburgh (WPXI)	DAYS/10	9/21/12
10.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$545.00	\$1,090.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/11	9/21/12
11.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	4:29P- Judge Judy 430p	4	X	X	X	X	X			4	\$720.00	\$2,880.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/12	9/21/12
12.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5P- 5:30P (EST)	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 5-530P/13	9/21/12
13.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:30P- 6P (EST)	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 530-6P/14	9/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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4145 Evergreen Road  
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Luc, Inc.  
25 Whitlock Place, SW  
#201  
Marietta, GA 30064-3142

# Contract # 321781

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Pol/Critz W/D/Con/PA (12930)  
**Agency/T-Code** Luc, Inc. (2895)/867768541  
**Product** Political - Federal Candidate (1067)  
**Brand** POL/M CRITZ/D/CON/PA 10/5 (81619)  
**Salesperson** TeleRep/Atlanta, Atlanta (1044)  
**Sales Office** TeleRep/Atlanta  
**Buyer Name** MILLIS, AMY  
**Phone/Fax** /  
**CPE** 2434  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** 2434  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/12/12  
**Last Modified** 11/05/12  
**Entered By** Jennifer Stewart  
**CO-OP** Yes  
**Headline #** 06215012  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,435.25  
**Net Total** \$47,799.75  
**Sales Tax**

**Pittsburgh (WPXI)**  
**By Broadcast Month**  
Nov. 2012  
Grand Total:  
**Spots** 57  
**Rate** \$56,235.00  
\$56,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:58P- Channel 11 News At 5pm M-F	4	X	X	X	X	X			2	\$1,295.00	\$1,295.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/21/12
15.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)								1	1	\$495.00	\$495.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/MKGD	8/1/12
16.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$920.00	\$920.00	Pittsburgh (WPXI)	NEWS 6-630P/17	7/12/12
17.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:55P- Jeopardy	3	X	X	X	X	X			1	\$2,195.00	\$2,195.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/18	9/21/12
18.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7P- Jeopardy								1		\$920.00	\$920.00	Pittsburgh (WPXI)	BETTIS 7-730P/20	7/31/12
19.1	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30P- Hines Ward Show								1		\$795.00	\$795.00	Pittsburgh (WPXI)	HINES WARD/	11/1/12
20.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	3	X	X	X	X	X			3	\$2,695.00	\$8,085.00	Pittsburgh (WPXI)	LATE NEWS/22	9/21/12
21.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			2	\$920.00	\$1,840.00	Pittsburgh (WPXI)	TONIGHT/23	9/21/12
22.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:29P- NBC SATURDAY NIGHT LIVE								1	1	\$1,695.00	\$1,695.00	Pittsburgh (WPXI)	SUN/24	7/12/12
23.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$2,195.00	\$4,390.00	Pittsburgh (WPXI)	WHEEL 730-8P/26	9/21/12
24.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	8A- 9A (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	TODAY 8A-9A/27	9/21/12
25.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11A- Anderson	1	X	X	X	X	X			1	\$370.00	\$370.00	Pittsburgh (WPXI)	ANDERSON/MKGD/31	9/21/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

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